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PTO/SB/05 (11-00) Approved for use through 10/31/2002 OMB 0851-0032 U S Patent and Trademark Office U S DEPARTMENT OF COMMERCE

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UTILITY PATENT APPLICATION **TRANSMITTAL**

Attorney Docket No. 5243P003 Kenneth J. Lancos First Inventor Title | SYSTEM AND METHOD FOR ACCUMULATING MARKETING DATA

Express Mail Label No. EL802887435US (Only for new nonprovisional applications under 37 CFR 1 53(b)) Assistant Commissioner for Patents APPLICATION ELEMENTS ADDRESS TO: Box Patent Application See MPEP chapter 600 concerning utility patent application contents Washington, DC 20231 Fee Transmittal Form (e.g., PTO/SB/17) 1. 🔯 CD-ROM or CD-R in duplicate, large table or (Submit an original and a duplicate for fee processing) Computer Program (Appendix) Applicant claims small entity status. 2. 🗶 8. Nucleotide and/or Amino Acid Sequence Submission See 37 CFR 1.27. (if applicable, all necessary) [Total Pages 33] Computer Readable Form (CRF) Specification 3. 💢 (preferred arrangement set forth below) Specification Sequence Listing on: - Descriptive title of the Invention i. CD-ROM or CD-R (2 copies); or - Cross References to Related Applications - Statement Regarding Fed sponsored R & D ii. 🔲 paper - Reference to sequence listing, a table, c. Statements verifying identity of above copies or a computer program listing appendix - Background of the Invention **ACCOMPANYING APPLICATION PARTS** - Brief Summary of the Invention - Brief Description of the Drawings (if filed) 9. Assignment Papers (cover sheet & document(s)) - Detailed Description 10. 37 C.F.R. § 3.73(b) Statement Power of Attorney - Claim(s) (when there is an assignee) - Abstract of the Disclosure English Translation Document (if applicable) Œ, 11. 🔲 4. Drawing(s) (35 U.S.C. 113) [Total Sheets 11] 12. Information Disclosure Copies of IDS Statement (IDS)/PTO-1449 Citations 5. Oath or Declaration [Total Pages _] 13. Preliminary Amendment Return Receipt Postcard (MPEP 503) 14. 🔀 25 Copy from a prior application (37 C.F.R. § 1.63(d)) (Should be specifically itemized) (for continuation/divisional with Box 18 completed) 15. 🔲 Certified Copy of Priority Document(s) DELETION OF INVENTOR(S) (if foreign priority is claimed) Signed statement attached deleting inventor(s) named in the prior application, see 37 CFR Request and Certification under 35 U.S.C. 122 (b)(2)(B)(i). 16. 1 63(d)(2) and 1 33(b) Applicant must attach form PTO/SB/35 or its equivalent. Application Data Sheet. See 37 CFR 1.76 17. 💢 Other: Declaration and Power of Attorney (unexecuted) 18. If a CONTINUING APPLICATION, check appropriate box, and supply the requisite information below and in a preliminary amendment: of prior application No: Continuation-in-part (CIP) 60/236,576 ☐ Continuation Divisional Prior application Information: Examiner_ Group/Art Unit: For CONTINUATION OR DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts. 18. CORRESPONDENCE ADDRESS Customer Number of Bar Code Label Correspondence address below PATENT TRADEMARK OFFICE (Insert Customer No or Attach bar code label here) Name Address City State Zip Code Country Telephone Fax George L. Fountain Registration No. (Attorney/Agent) Name (Print/Type) 36,374

09/28/01 Signature

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FEE TRANSMITTAL for FY 2000

Patent fees are subject to annual revision.

TOTAL AMOUNT OF PAYMENT	(\$)	475.00
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Complete if Known				
Application Number				
Filing Date				
First Named Inventor	Kenneth J. Lancos			
Examiner Name				
Group/Art Unit				
Attorney Docket No.	5243P003			

METHOD OF PAYMENT (check one)	FEE CALCULATION (continued)							
The Commissioner is hereby authorized to charge indicated fees and credit any overpayments to:	3. ADDITIONAL FEE							
Deposit	Large Entity	Small E	intity					
Account Number 02-2666	Fee Fee Code (\$)		Fee Fee! (\$)	Description		Fee Paid		
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Charge Any Additional Fee(s) Required Under 37 CFR §§ 1 16, 1 17, 1 18 and 1 20	139 130		130 Non-English spe					
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2. Payment Enclosed: Check Credit card Money Other	113 1,840*	113 1,8	Examiner action 340 *Requesting publi Examiner action	cation of SIR	after			
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BASIC FILING FEE	117 890		145 Extension for res	-				
Large Entity Small Entity	118 1,390		695 Extension for res					
Fee Fee Fee Fee Description Fee Paid	128 1,890	228 9	945 Extension for res	ponse within t	fifth month			
Code (\$) Code (\$)	119 310	219 1	155 Notice of Appeal					
101 710 201 355 Utility filing fee 355.00	120 310	220 1	155 Filing a brief in s	upport of an a	ppeal			
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(323)	138 1,510	138 1,5	510 Petition to institu	te a public use	e proceeding			
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	141 1,240	241 6	320 Petition to revive	- unintentiona	al			
SUBTOTAL (1) (\$) 355.00	142 1,240	242 6	620 Utility issue fee (or reissue)				
2. EXTRA CLAIM FEES Extra Fee from	143 440	243 2	220 Design issue fee	1				
	144 600	244 3	300 Plant issue fee					
Total Claims 18 20 = 0 X 9.00 =	122 130	122 1	130 Petitions to the C	Commissioner				
Independent 6 - 3**= 3 X 40.00 = \$120.00	123 50	123	50 Petitions related	to provisional	applications			
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**or number previously paid, if greater, For Reissues, see below Large Entity Small Entity	581 40	581	40 Recording each property (times n					
Fee Fee Fee Fee Description	146 710	246 3	355 Filing a submissi (37 CFR § 1.129		ejection			
Code (\$) Code (\$) 103 18 203 9 Claims in excess of 20	149 710	249 3	355 For each addition		o be			
102 80 202 40 Independent claims in excess of 3			examined (37 CF	R § 1.129(b)))			
104 270 204 135 Multiple Dependent claim, if not paid	179 710		355 Request for Conf					
109 80 209 40 **Reissue independent claims over original patent	169 900	169 9	900 Request for expe of a design appli		ation			
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SUBTOTAL (2) (\$) 120.00	*Reduced by Bas	• .	ee Paid SU	BTOTAL (3)	(\$)			
SUBMITTED BY Complete (if applicable) Registration No. COMPLETED BY (714) 557 3800								
Name (Print/Type) George L. Fountain	(Attorney/Age		36,374	Telephone	(714) 557	-3800		

09/28/01 June L. Fountain Date WARNING! Information on this form may become public. Credit card information should not